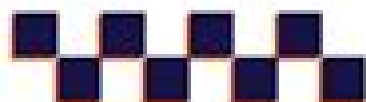




# THE ULTIMATE GUIDE TO GEN Z MARKETING



## Act like a digital native

The focus is on always-on engagement and experiences that can be accessed from anywhere.



## Utilize social media

Reach your audience where they hang out and create a strong connection with them.

## Make your brand personal

Gen Zers are a highly diverse group, your marketing should be too. Reach different segments with different strategies.

## Have some flair

Don't fall in the bunch of "grey" brands, show your true colors by making bold eye-catching decisions.



## Be true & authentic

Show your brand for what it is and use your strong, and weak, points to close the space between you and your audience.

## Talk straight

Provide information in a straightforward way, don't make the Gen Z's feel like they are wasting their time or they will go away.

## Show your personality

Be yourself and stand by your values, also in your marketing.

## Be community-oriented

Foster the communities that are gathering around your brand.



Creator DB

# How To Get Newsletter Business Ideas Guide For Gen Z

**Puja Mehta**



## **How To Get Newsletter Business Ideas Guide For Gen Z:**

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